



Heart of America Chapter
ATSSA



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November 9, 2007

TO: Art and Elementary Teachers

FROM: Tim Cox – ATSSA Foundation President

RE: 4th Annual Missouri Highway Work Zone Safety Poster Contest

I am contacting you to let you know about a project combining the efforts of the Missouri Department of Transportation, the Missouri Department of Elementary and Secondary Education and the American Traffic Safety Services Foundation to reduce highway work zone deaths and injuries.

Each year, more than 1,000 people nationwide lose their lives in highway construction accidents. In Missouri last year, 20 people were killed and another 1,197 suffered serious injuries as a result of work zone crashes. Although highway workers are always at risk and many have been injured and some killed, it is the motorist who is most frequently injured and killed. We want everyone to make it home safely each day.

Many of the Missouri school districts are working with MoDOT on several initiatives to help make high school students safer drivers. With this program, we will be making work zones safer and setting the stage with the next generation of drivers - our primary school students.

Enclosed is information regarding the poster contest for children in grades K-6. This contest can help increase awareness of the dangers of speeding and being distracted while traveling through work zones. To make it more appealing, we have increased the prizes available to both the winning artists and their schools.

A new series of lessons about work zone safety practices also have been developed for schools by Deborah Fisher, a former fine arts consultant to DESE. The lessons are aligned to Communication Arts Grade-Level Expectations and culminate in a poster-design lesson that assists a classroom teacher or an art teacher who would like to submit posters for the contest. You can access the lessons on the DESE Web site at <http://www.dese.mo.gov/divimprove/curriculum/newwebpages/finearts.html> or the ATSSA Foundation Web site at <http://www.atssa.com/cs/roadway-safety-poster>.

Please join the other participating schools and help educate everyone about work zone safety. We look forward to the posters from your students. Together, we can be a part of the solution to work-zone related deaths and injuries in Missouri.

Tim Cox
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Enclosures